

Practitioner's Docket No. U013624-1

PATENT

TRANSMITTAL LETTER TO THE U.S. DESIGNATED OFFICE (DO/US)--
ENTRY INTO THE U.S. NATIONAL STAGE UNDER CHAPTER I

| | | |
|-------------------------------|---------------------------|-----------------------|
| PCT/IL01/00035 | 14 JANUARY 2001 | 14 JANUARY 2000 |
| INTERNATIONAL APPLICATION NO. | INTERNATIONAL FILING DATE | 3 FEBRUARY 2000 |
| | | PRIORITY DATE CLAIMED |

ADVERTISEMENTS IN AN END-USER CONTROLLED PLAYBACK ENVIRONMENT

TITLE OF INVENTION

| | | |
|----------------------|---------------------|--------------------|
| 1. REUVEN WACHTFOGEL | 7. YOSSI TSURIA | 13. SHLOMO KIPNIS |
| 2. JONATHAN MAISSEL | 8. SAM MICHELSON | 14. CHAIM SHEN-ORR |
| 3. MOSHE KRANC | 9. MIKA KRAUSE | |
| 4. DAVID RICHARDSON | 10. STEVE EPSTEIN | |
| 5. EZRA DARSHAN | 11. MOSHE SHLISSEL | |
| 6. RON KATZ | 12. DORON HANDELMAN | |

APPLICANT(S)

Box PCT
Assistant Commissioner for Patents
Washington D.C. 20231
ATTENTION: DO/US

Optional Customer No. Bar Code



00140

PATENT TRADEMARK OFFICE

NOTE: The completion of those filing requirements that can be made at a time later than 20 months from the priority date results from the Commissioner exercising his judgment under the authority granted under 35 U.S.C. 371(d). The filing receipt will show the actual date of receipt of the last item completing the entry into the national phase. See 37 C.F.R. 1.491, which states: "An international application enters the national stage when the applicant has filed the documents and fees required by 35 U.S.C. 371(c) within the periods set forth in § 1.494 and § 1.495."

WARNING: Where the items are those that can be submitted to complete the entry of the international application into the national phase subsequent to 20 months from the priority date, the application is still considered to be in the international stage. And if mailing procedures are utilized to obtain a date the express mail procedure of 37 C.F.R. 1.10 must be used (because international application papers are not covered by an ordinary certificate of mailing. 37 C.F.R. 1.8(2)(xi)).

NOTE: Documents and fees must be clearly identified as a submission to enter the national stage under 35 U.S.C. 371,

CERTIFICATION UNDER 37 C.F.R. 1.10*

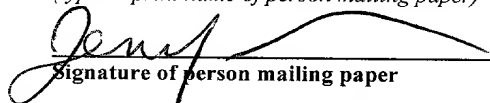
(Express Mail label number is **mandatory**.)

(Express Mail certification is optional.)

I hereby certify that this paper, along with any document referred to, is being deposited with the United States Postal Service on this date September 4, 2001, in an envelope as Express Mail Post Office to Addressee, mailing Label Number EL728214985US, addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231.

JENNIFER RASHKIN

(type or print name of person mailing paper)


Signature of person mailing paper

WARNING: Certificate of mailing (first class) or facsimile transmission procedures of 37 C.F.R. 1.8 cannot be used to obtain a date of mailing or transmission for this correspondence.

*WARNING: Each paper or fee filed by "Express Mail" **must** have the number of the "Express Mail" mailing label placed thereon prior to mailing. 37 C.F.R. 1.10(b).

"Since the filing of correspondence under § 1.10 without the Express Mail mailing label thereon is an oversight that can be avoided by the exercise of reasonable care, requests for waiver of this requirement will **not** be granted on petition." Notice of Oct 24, 1996, 60 Fed. Reg. 56,439, at 56,442.

(Transmittal Letter to the United States Designated Office (DO/US - Entry into National Stage under 35 USC 371--page 1 of 7) 13-6

09/914747

1. Applicant herewith submits to the United States Designated Office (DO/US) the following items under 35 U.S.C. 371:

- a. ☒ This express request to immediately begin national examination procedures (35 U.S.C. 371(f)).
- b. ☒ The U.S. National Fee (35 U.S.C. 371(c)(1)) and other fees (37 C.F.R. 1.492), as indicated below:

2. Fees

| CLAIMS FEE | (1) FOR | (2) NUMBER FILED | (3) NUMBER EXTRA | (4) RATE | (5) CALCULATIONS |
|--------------|---|------------------|------------------|------------|-------------------------------|
| * | TOTAL CLAIMS | 77 --20= | | x\$ 18.00= | \$ not yet paid |
| | INDEPENDENT CLAIMS | 34 --3= | | x\$ 80.00= | not yet paid |
| | MULTIPLE DEPENDENT CLAIMS(S) (if applicable) + \$270.00 | | | | |
| BASIC FEE** | The international search fee, as set forth in § 1.445(a)(2) to be paid to the US PTO acting as an international Searching Authority: <input type="checkbox"/> has been paid (37 CFR 1.492(a)(2)).....\$710.00 <input type="checkbox"/> has not been paid (37 CFR 1.492(a)(3)).....\$1,000.00 <input checked="" type="checkbox"/> where a search report on the international application has been prepared by the European Patent Office or the Japanese Patent Office (37 CFR 1.492(a)(5))..... \$860.00 | | | | |
| | Total of above Calculations | | | | 860.00 |
| | Reduction by ½ for filing by small entity, if applicable. Statement may also be filed. (note 37 CFR 1.9, 1.27, 1.28) | | | | - |
| | Subtotal | | | | |
| | Total National Fee | | | | \$ 860.00 |
| SMALL ENTITY | Fee for recording the enclosed assignment document \$40.00 (37 CFR 1.21(h)). (See Item 10 below). See attached "ASSIGNMENT COVER SHEET (37 CFR 3.34)". | | | | |
| | TOTAL | | | | Total Fees enclosed \$ 860.00 |

**See attached Preliminary Amendment Reducing the Number of Claims.*

****WARNING:** "To avoid abandonment of the application, the applicant shall furnish to the United States Patent and Trademark Office not later than the expiration of 20 months from the priority date; *** (2) the basic national fee (see § 1.492(a)). The 20-month time limit may not be extended." 37 C.F.R. § 1.494(b).

- i. ☒ A check in the amount of \$ 860.00 to cover the above fees is enclosed.
 ii. ☐ Please charge Account No. _____ in the amount of \$ _____.

A duplicate copy of this sheet is enclosed.

WARNING:

If the translations of the international application, oath or declaration and national fee have not been submitted by the applicant within twenty (20) months from the priority date, the applicant will be so notified and given a period of time within which to file the translation and/or oath or declaration in order to prevent abandonment. The payment of the surcharge set forth in § 1.492(e) is required as a condition for accepting the oath or declaration later than twenty (20) months after the priority date. The payment of the processing fee set forth in § 1.492(f) is required for acceptance of an English translation later than twenty (20) months after the priority date. Failure to comply with these requirements will result in abandonment of the application. The provisions of § 1.136 will apply. 37 CAR § 1.494(c); Notice of Jan. 7, 1993, 1147 O.G. 29 to 40, at 35.

3. A copy of the International application as filed (35 U.S.C. 371(c)(2)):
- ☒ is transmitted herewith.
 - ☐ is not required, as the application was filed with the United States Receiving Office.
 - ☐ has been transmitted
 - ☐ by the International Bureau. Date of mailing of the application from form PCT/IB/308): _____.
 - ☐ by applicant on _____.
Date

NOTE: *Section 1.494(b) was amended to require that the basic national fee and a copy of the international application must be filed with the Office by 20 months from the priority date to avoid abandonment. "The International Bureau nominally provides the copy of the international application to the Office in accordance with PCT Article 20. At the same time, the International Bureau notifies the applicant of the communication to the Office. In accordance with PCT Rule 47.1, that notice shall be accepted by all designated offices as conclusive evidence that the communication has duly taken place. Thus, if the applicant desires to enter the national stage and applicant has received notice from the International Bureau, applicant need only pay the basic national fee by 20 months from the priority date." [This can now be paid subsequently with a surcharge.] Notice of Jan. 7, 1993, 1147 O.G. 29 to 40, at 35.*

4. A translation of the International application into the English language (35 U.S.C. 371(c)(2)):
- ☒ is transmitted herewith.
 - ☐ is not required as the application was filed in English.
 - ☐ was previously transmitted by applicant on _____.
Date

5. ☒ Amendments to the claims of the International application under PCT Article 19 (35 U.S.C. 371(c)(3)):

NOTE: The Notice of January 7, 1993 indicates that 37 C.F.R. § 1.494(d) was "amended to clarify the existing practice that PCT Article 19 Amendments must be submitted by 20 months from the priority date, which time may not be extended." This Notice further advises: "Of course, the failure to do so does not result in loss of the subject matter of PCT Article 19 amendments. The applicant may submit that subject matter in a preliminary amendment filed under Section 1.121. In many cases, filing an amendment under Section 1.121 is preferable since grammatical or idiomatic errors may be corrected." 1147 O.G. 29-40, at 35. See item 11(c) below.

- a. ☐ are transmitted herewith.
- b. ☐ have been transmitted
- i. ☐ by the International Bureau. Date of mailing of the amendment (from form PCT/IB/308): _____.
- ii. ☐ by applicant on _____.
- Date
- c. ☒ have not been transmitted, as
- i. ☐ no notification has been received that the International Search Authority has received the Search Copy.
- ii. ☐ the Search Copy was received by the International Searching Authority, but the Search Report has not yet been issued. Date of receipt of Search Copy from form PCT/ISA/202) _____.
- iii. ☒ applicant chose not to make amendments under PCT Article 19. Date of mailing of Search Report (from form PCT/ISA/210): 16 MARCH 2001
- iv. ☐ the time limit for the submission of amendments has not yet expired. The amendments, or a statement that amendments have not been made, will be transmitted before the expiration of the time limit under PCT Rule 46.1.

6. ☒ A translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)):

- a. ☐ is transmitted herewith.
- b. ☐ is not required as the amendments were made in the English language.
- c. ☒ has not been transmitted for reasons indicated at point 5(c) above.

7. ☒ An oath or declaration of the inventor (35 U.S.C. 371(c)(4)) complying with 35 U.S.C. 115

- a. ☐ was previously submitted by applicant on _____.
- Date

- b. ☐ is submitted herewith, and such oath or declaration
- i. ☐ is attached to the application.
- ii. ☐ identifies the application and any amendments under PCT Article 19 that were transmitted as stated in points 3(b) or (c) and 5(b); and states that they were reviewed by the inventor, as required by 37 C.F.R. 1.70.
- iii. ☒ will follow.

II. Other document(s) or information included:

8. ☒ An international Search Report or Declaration under PCT Article 17(2)(a):
- a. ☒ is transmitted herewith.
- b. ☐ has been transmitted by the International Bureau. Date of mailing from form PCT/IB/308): _____.
- c. ☐ is not required, as the application was searched by the United States International Searching Authority.
- d. ☐ will be transmitted promptly upon request.
- e. ☐ has been submitted by applicant on _____.
Date
- f. ☐ is not transmitted, as the international search has not yet issued.
9. ☒ An Information Disclosure Statement under 37 C.F.R. 1.97 and 1.98:
- a. ☐ is transmitted herewith.
Also transmitted herewith is (are)
☐ Form PTO-1449 (PTO/SB/08A and 08B)
☐ Copies of citations listed
- b. ☒ will be transmitted within THREE MONTHS of the date of submission of requirements under 35 U.S.C. 371(c).
- c. ☐ was previously submitted by applicant on _____.
Date
10. ☐ An assignment document is transmitted herewith for recording. A separate
☐ "COVER SHEET FOR ASSIGNMENT (DOCUMENT) ACCOMPANYING NEW PATENT APPLICATION" or
☐ FORM PTO—1595
is also attached.
- ☐ Please mail the recorded assignment document to:
- i. ☐ the person whose signature and address appears below.
- ii. ☐ the following:

11. ☒ Additional documents
- a. ☐ Copy of request (PCT/RO/101)
- b. ☒ International Publication No. WO 01/52541
- i. ☒ Specification, claims and drawing
- ii. ☐ Front page only
- c. ☒ Preliminary amendment (37 C.F.R. § 1.121)
- d. ☐ Other
12. ☒ The above checked items are being transmitted
- a. ☒ before the 18th month publication.
- b. ☐ after publication and the article 20 communication, but before 20 months from the priority date.
- c. ☐ after 20 months (revival).

NOTE: *Petition to revive (37 C.F.R. 1.137(a) or (b)) is necessary if 35 U.S.C. 371 requirements are submitted after 20 months.*

13. ☐ Certain requirements under 35 U.S.C. 371 were previously submitted by the applicant on _____ namely:
Date

AUTHORIZATION TO CHARGE ADDITIONAL FEES

WARNING: *Accurately count claims, especially multiple dependent claims, to avoid unexpected high charges if extra claims are authorized.*

NOTE: *"A written request may be submitted in an application that is an authorization to treat any concurrent or future reply, requiring a petition for an extension of time under this paragraph for its timely submission, as incorporating a petition for extension of time for the appropriate length of time. An authorization to charge all required fees, fees under § 1.17, or all required extension of time fees will be treated as a constructive petition for an extension of time in any concurrent or future reply requiring a petition for an extension of time under this paragraph for its timely submission. Submission of the fee set forth in § 1.17(a) will also be treated as a constructive petition for an extension of time in any concurrent reply requiring a petition for an extension of time under this paragraph for its timely submission." 37 CFR 1.136(a)(3).*

NOTE: *"Amounts of twenty-five dollars or less will not be returned unless specifically requested within a reasonable time, nor will the payer be notified of such amounts; amounts over twenty-five dollars may be returned by check or, if requested, by credit to a deposit account." 37 CFR 1.26(a).*

- ☒ The Commissioner is hereby authorized to charge the following additional fees that may be required by this paper and during the entire pendency of this application to Account No. 12-0425.

☒ 37 C.F.R. 1.492(a)(1), (2), (3), and (4) (filing fees)

WARNING: *Because failure to pay the national fee within 20 months without extension (37 C.F.R. § 1.494(b)(2)), results in abandonment of the application, it would be best to always check the above box.*

☐ 37 C.F.R. 1.492(b), (c), and (d) (presentation of extra claims)

NOTE: Because additional fees for excess or multiple dependent claims not paid on filing or on later presentation must only be paid or these claims cancelled by amendment, prior to the expiration of the time period set for response by the PTO in any notice of fee deficiency (37 C.F.R. 1.16(d)), it might be best not to authorize the PTO to charge additional claim fees, except possibly when dealing with amendments after final action.

- ☒ 37 C.F.R. 1.17 (application processing fees)
☒ 37 CFR 1.17(a)(1)-(5)(extension fees pursuant to § 1.136(a).

☒ 37 C.F.R. 1.18 (issue fee at or before mailing of Notice of Allowance, pursuant to 37 C.F.R. 1.311(b)).

NOTE: Where an authorization to charge the issue fee to a deposit account has been filed before the mailing of a Notice of Allowance, the issue fee will be automatically charged to the deposit account at the time of mailing the notice of allowance. 37 C.F.R. 1.311(b).

NOTE: 37 C.F.R. 1.28(b) requires "Notification of any change in status resulting in loss of entitlement to small entity status must be filed in the application . . . prior to paying or at the time of paying . . . issue fee...." From the wording of 37 C.F.R. 1.28(b): (a) notification of change of status must be made even if the fee is paid as "other than a small entity" and (b) no notification is required if the change is to another small entity.

- ☐ 37 C.F.R. 1.492(e) and (f) (surcharge fees for filing the declaration and/or filing an English translation of an International Application later than 20 months after the priority date.

Reg. No. 30,086

Tel. No.: (212) 708-1890

Customer No.: 00140

SIGNATURE OF PRACTITIONER

CLIFFORD J. MASS

(type or print name of practitioner)

P.O. Address

c/o Ladas & Parry
26 West 61st Street
New York, N.Y. 10023

09/914747

09/914747



POST OFFICE
TO ADDRESSEE

UNITED STATES POSTAL SERVICE®



EL728214985US

| ORIGIN (POSTAL USE ONLY) | | DELIVERY (POSTAL USE ONLY) | |
|---|--|----------------------------|---|
| PO ZIP Code | Day of Delivery <input type="checkbox"/> Next <input type="checkbox"/> Second | Delivery Attempt | Time <input type="checkbox"/> AM <input type="checkbox"/> PM |
| Date In | Postage | Mo. Day | Time |
| No. Day Year | \$ | Mo. Day | Time |
| Weight | Return Receipt Fee | Mo. Day | Time |
| lbs. ozs. | COD Fee | Mo. Day | Time |
| No Delivery | Insurance Fee | Mo. Day | Time |
| <input type="checkbox"/> Weekend <input type="checkbox"/> Holiday | Total Postage & Fees | Mo. Day | Time |
| Acceptance Clerk Initials | \$ | Mo. Day | Time |

RECEIVED
SEP 05 2001
FISPTO MAIL CENTER

WARRANT OF SIGNATURE (Delivery of this additional merchandise insurance is void if waiver or signature is requested.) With delivery to the addressee, the addressee's signature (or signature of an authorized agent) is required. If delivery employee does not obtain signature of addressee or authorized agent, delivery employee's signature constitutes valid proof of delivery. (Signature of addressee or authorized agent is required for delivery to a business address.)

NO DELIVERY ☐ Weekend ☐ Holiday

CUSTOMER USE ONLY
TO FILE A CLAIM FOR DAMAGE OR LOSS OF CONTENTS, YOU MUST PRESENT THE ARTICLE, CONTAINER, AND PACKAGING TO THE USPS FOR INSPECTION.

| | |
|----------------------------|-----------|
| FROM: (PLEASE PRINT) | PHONE () |
| TO: (PLEASE PRINT) | PHONE () |
| EXPRESS MAIL LABEL DATE IN | |

FOR PICKUP OR TRACKING CALL 1-800-222-1811 WWW.USPS.COM



Address Copy
Label 11-F August 2000

terecha.

itar

w many
box
i cargo
an